



2020 Census Update

Presentation to the Census Scientific Advisory Committee

March 28, 2019

Albert E. Fontenot, Jr., Associate Director
Decennial Census Programs

2020 Census

Where are We Now



- CBAMs Findings Released
- 2020 Census Tagline and Logo
- Printing & Mailing
- 2020 Census TEAs Released
- Recruiting and Hiring
- Area Census Offices (ACOs)
- Partnerships
- Final Operational Plan Released
- 2018 Test Data Release

Preliminary Self-Response Rates

Housing Unit

52.3%



Housing Population

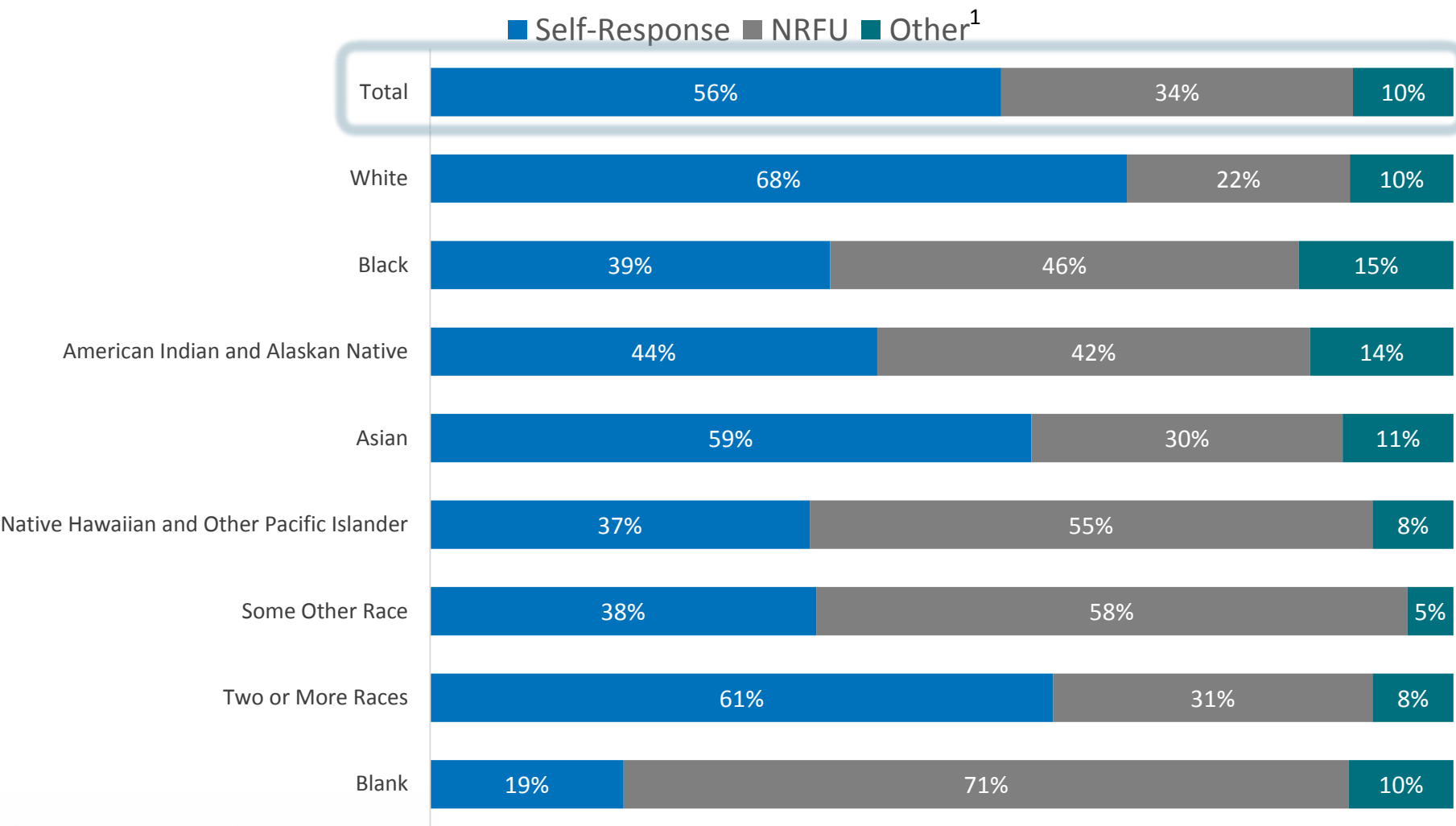
56%



2018 End-to-End Census Test

Proportion of Self-Response and NRFU for each Race

Total Household Population: 571,000

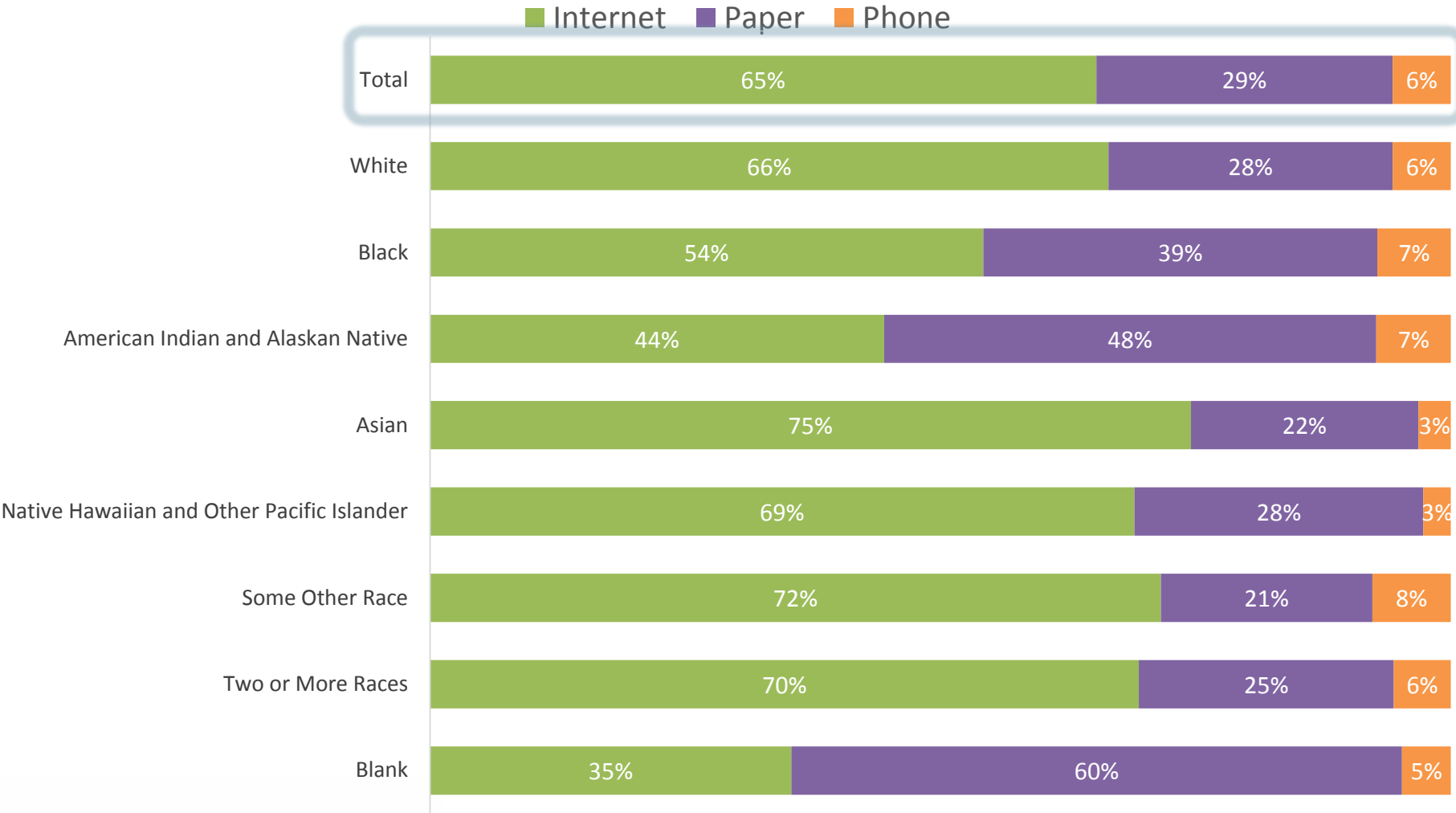


¹Other includes Coverage Improvement and Administrative Records.
Note: Actual percentages may not sum to 100 due to rounding.

2018 End-to-End Census Test

Proportion of Self-Response Modes for each Race

Total Household Population: 571,000

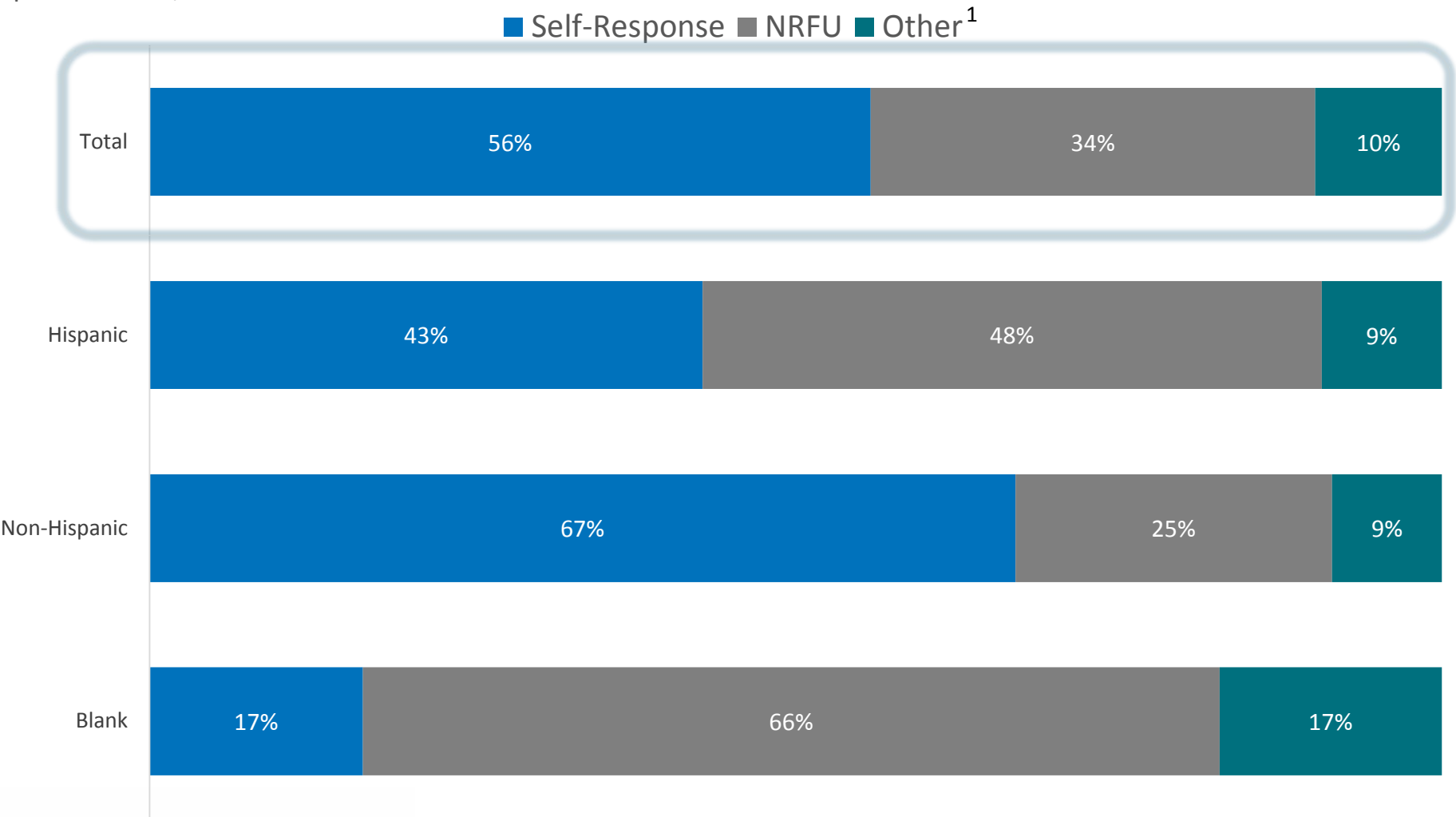


Note: Actual percentages may not sum to 100 due to rounding.

2018 End-to-End Census Test

Proportion of Self-Response and NRFU for Hispanic Origin

Total Household Population: 571,000

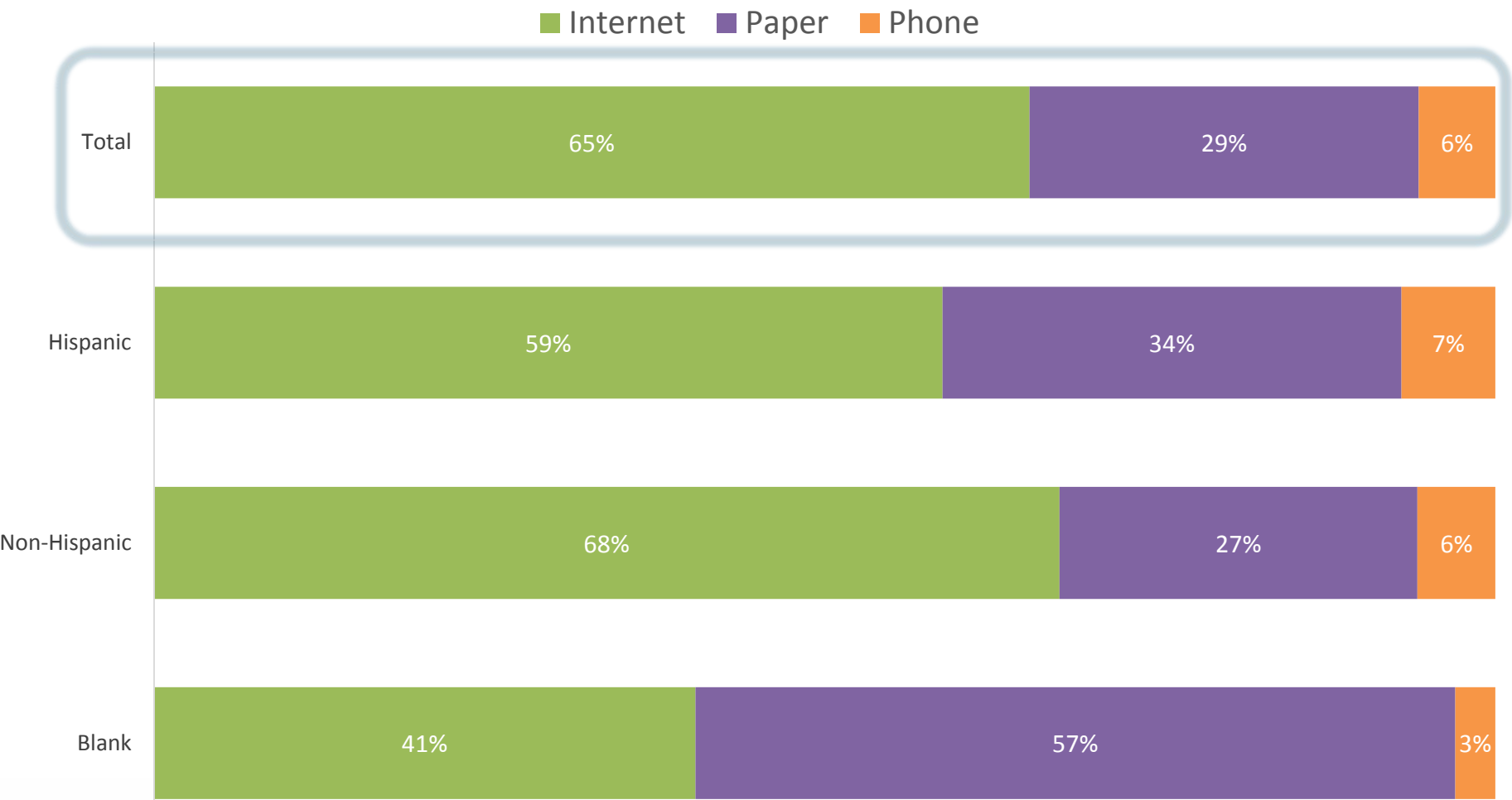


¹ Other includes Coverage Improvement and Administrative Records.
Note: Actual percentages may not sum to 100 due to rounding.

2018 End-to-End Census Test

Proportion of Self-Response Modes for Hispanic Origin

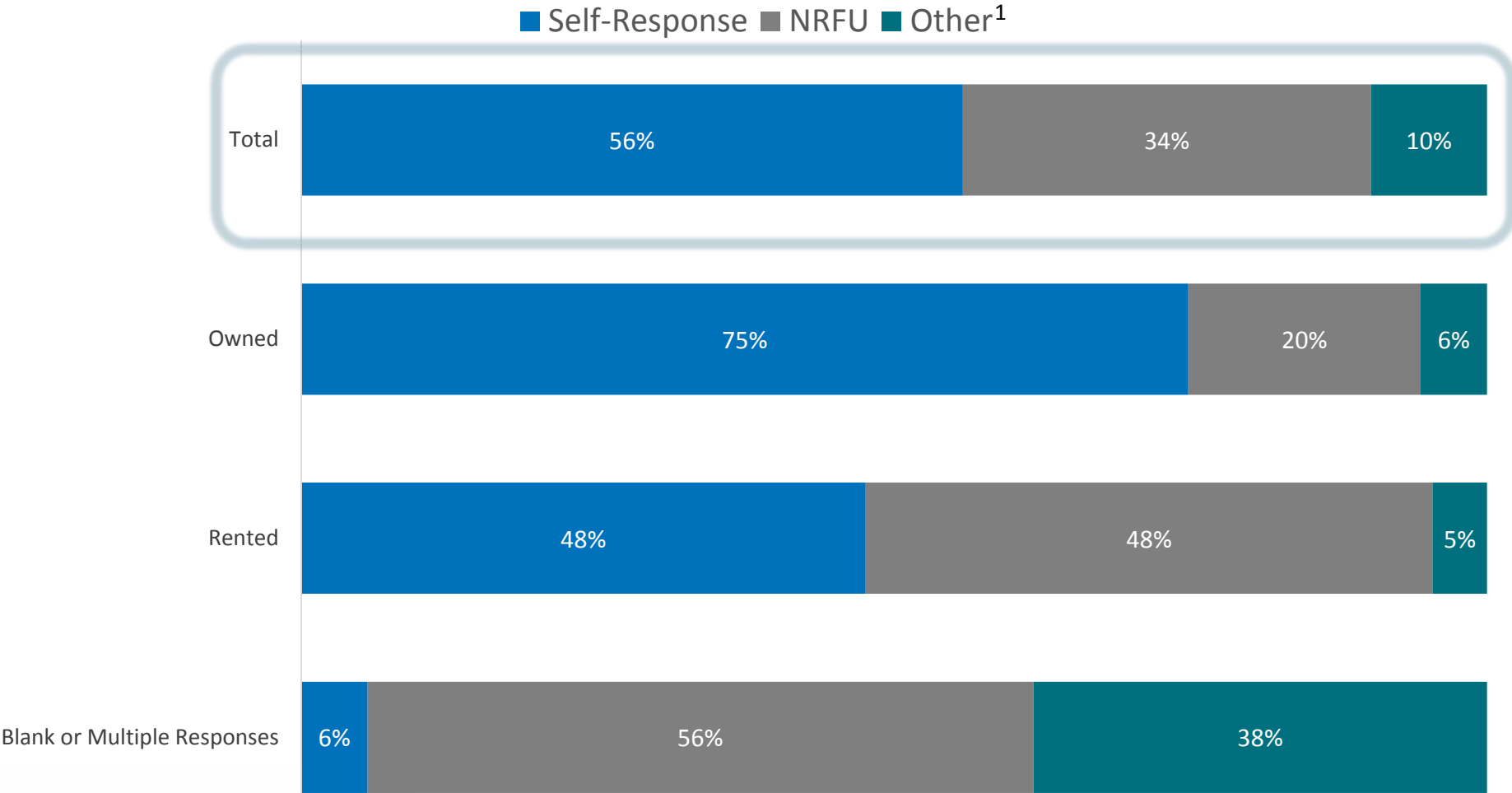
Total Household Population: 571,000



2018 End-to-End Census Test

Proportion of Self-Response and NRFU for Tenure

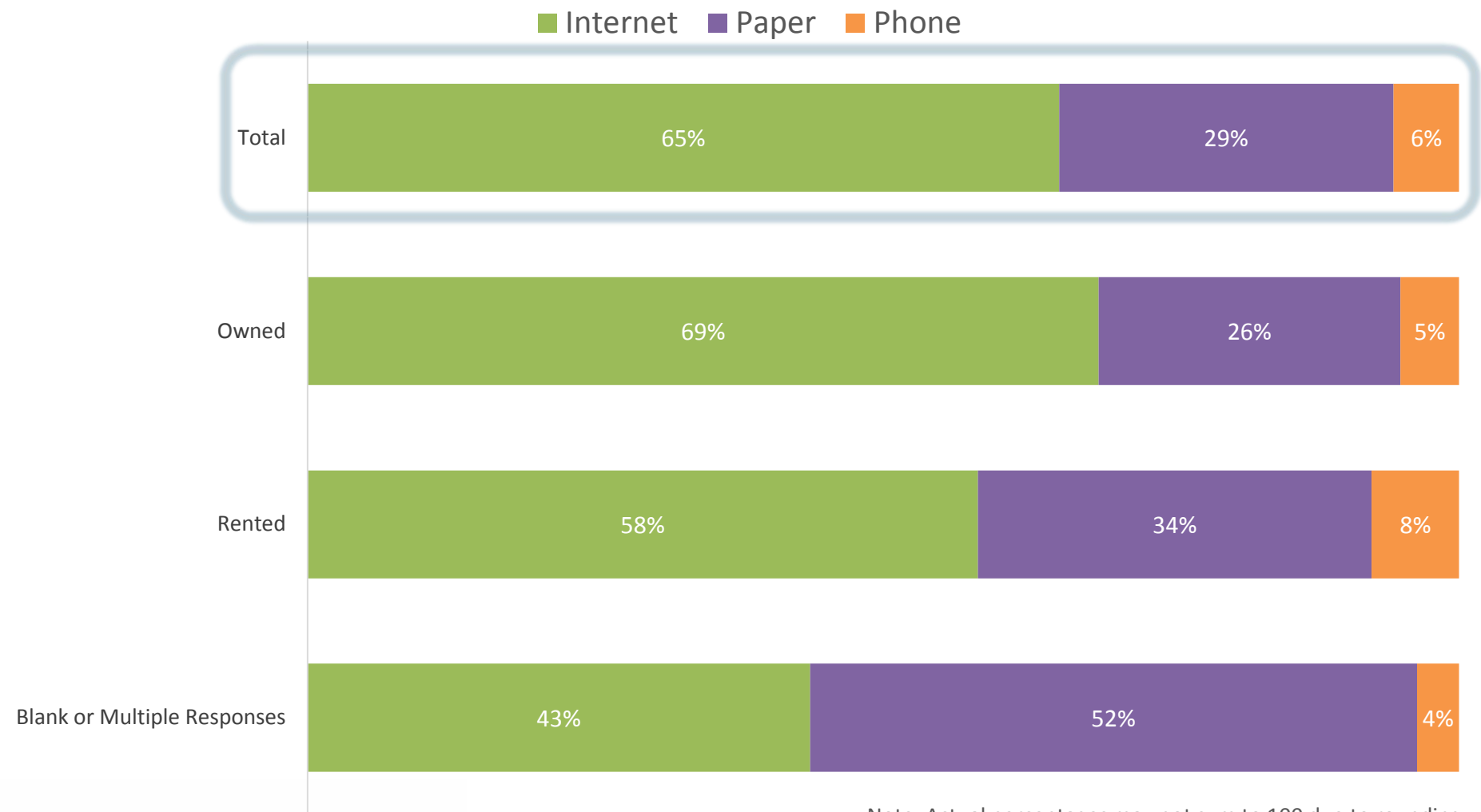
Total Household Population: 571,000



2018 End-to-End Census Test

Proportion of Self-Response Modes for Tenure

Total Household Population: 571,000



Note: Actual percentages may not sum to 100 due to rounding.

2020 Census

Upcoming Milestones

In-Field Address
Canvassing begins
in **143** days



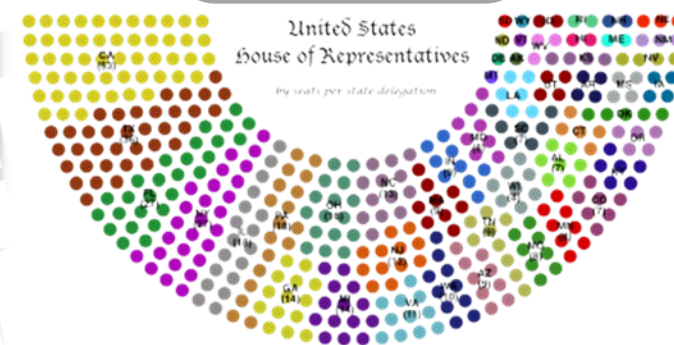
First enumeration in
Toksook Bay, Alaska
begins in **299** days



Census Day 2020 is
in **370** days



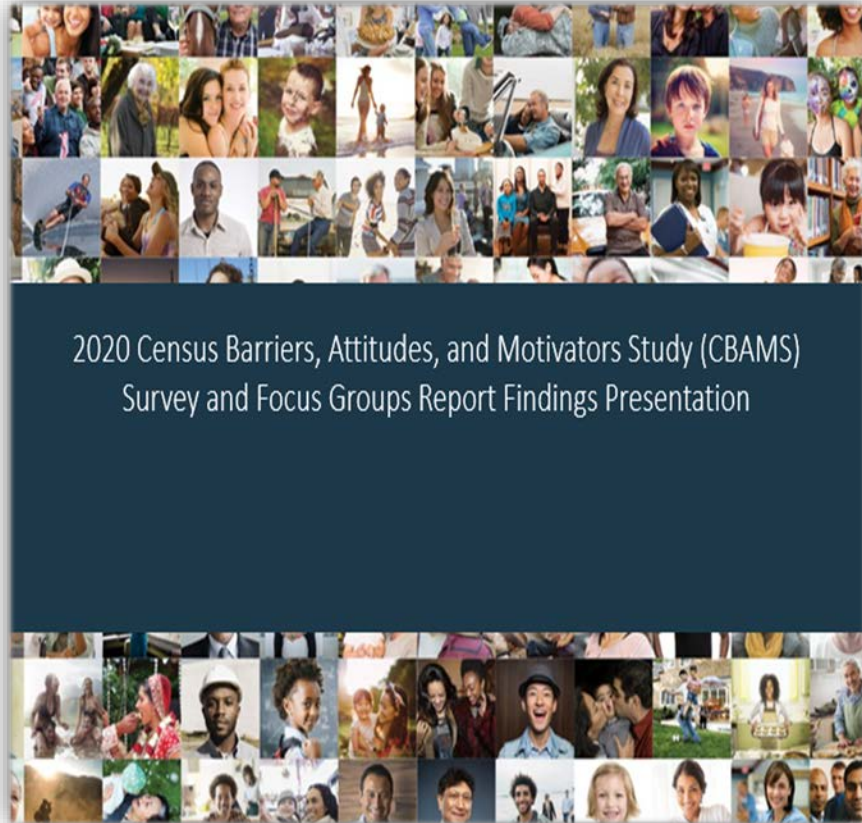
Apportionment counts
are given to the
President in **644** days



2020 Census

CBAMs Findings Released

CBAMS Findings



2020 Census Barriers, Attitudes, and Motivators Study (CBAMS)
Survey and Focus Groups Report Findings Presentation

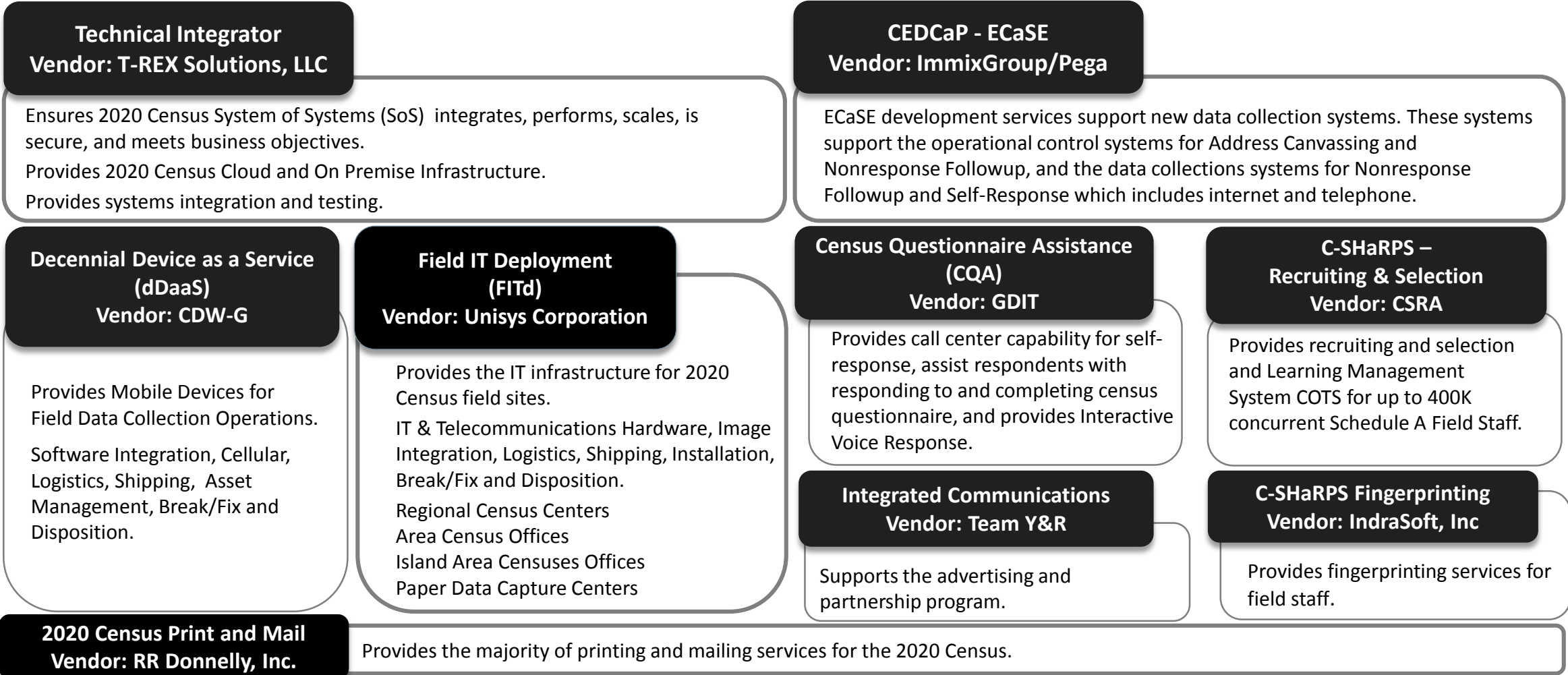
- Findings from the Census Barriers, Attitudes, and Motivators Study (CBAMS) Survey and Focus Groups report findings have been released and are on our website.
- Quantitative survey and qualitative focus groups inform and inspire creative strategy.
- The research told us what people know about the census, what motivates them to respond, and what prevents them from responding.
- Ultimate goal is to increase self response to the 2020 Census.

Shape
your future
START HERE >

2020 Census

All Major Contracts Awarded*

Contract Status **Awarded** Pre-Award



Note: Decennial Service Center (DSC) is removed from DCEO contracts and functions will be fulfilled by other areas

*This slide represents the status of major contracts for the 2020 Census and is not an exhaustive list of contracts or contract opportunities

2020 Census

Self Response Mail Strategy

Self-Response

- Two-panel design: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Internet First panel is divided into four cohorts to best distribute calls to Census Questionnaire Assistance
- Internet Choice panel is in a single cohort, mailed on the same schedule as Internet First, Cohort 2

MARCH							APRIL						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

Dates in the table below are in-home dates.

Panel	Cohort	Mailing 1 <i>Letter (Internet First) or Letter + Questionnaire (Internet Choice)</i>	Mailing 2 <i>Letter</i>	Mailing 3* <i>Postcard</i>	Mailing 4* <i>Letter + Questionnaire</i>	Mailing 5* <i>"It's not too late" Postcard</i>
Internet First	1	March 12, 2020	March 16, 2020	March 26, 2020	April 8, 2020	April 20, 2020
	2	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020
	3	March 19, 2020	March 23, 2020	April 2, 2020	April 15, 2020	April 27, 2020
	4	March 20, 2020	March 24, 2020	April 3, 2020	April 16, 2020	April 27, 2020
Internet Choice	N/A	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020

(*) Targeted only to nonresponding households

2020 Census

How the 2020 Census Will Invite Everyone to Respond

Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.



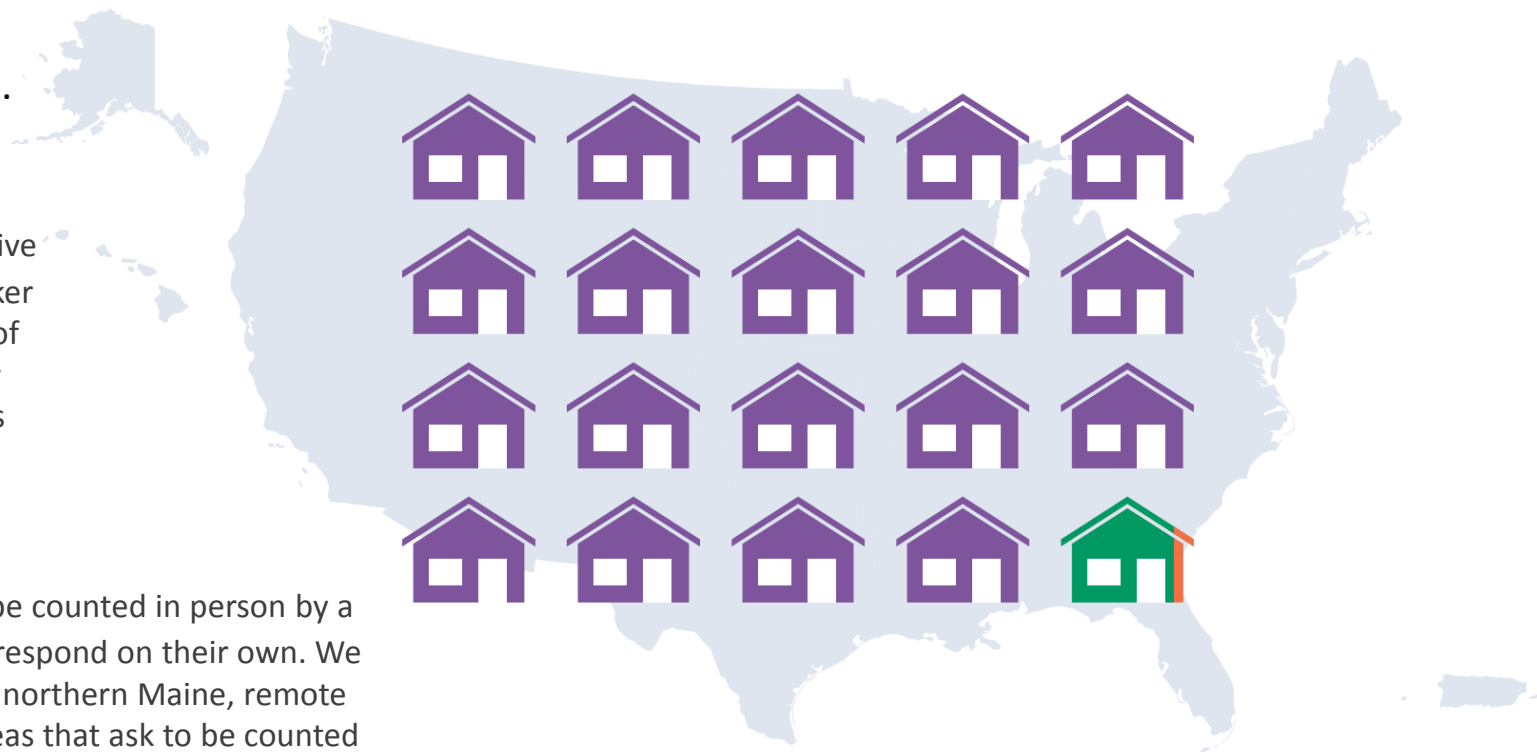
95% of households will receive their census invitation in the mail.



Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).



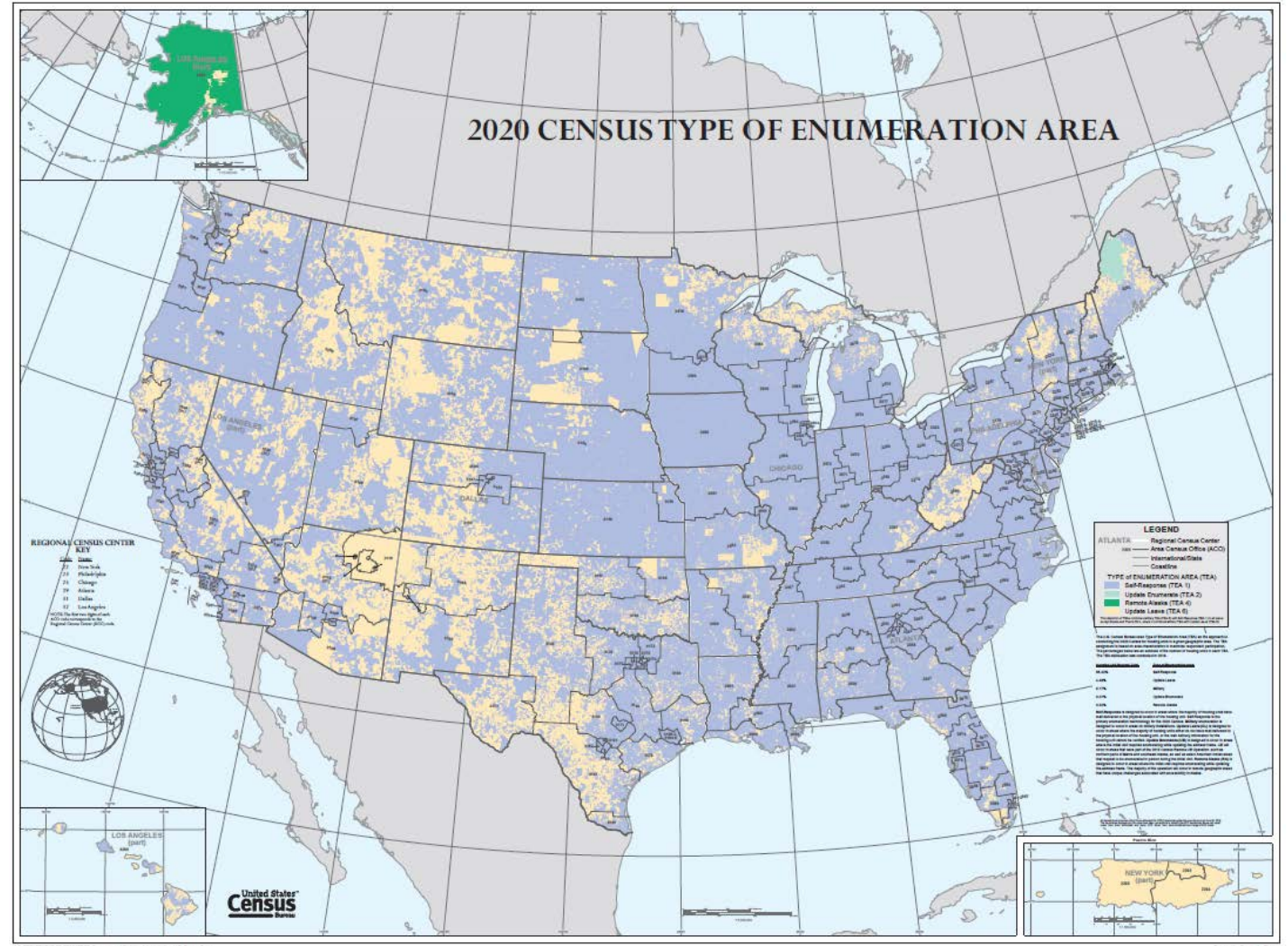
Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.



2020 Census

Type of Enumeration Areas (TEAs)

- Completed determination of Type of Enumeration Areas (TEAs) for the 2020 Census
- A national map is now available, displaying the TEAs for the Fifty States and Puerto Rico, and is available at www.Census.gov/2020census
- Interactive map includes other geographic boundary information, such as counties or even census tracts.
- Users can drill down and see the percentage of housing units in each TEA by clicking on a Census Tract



2020 Census

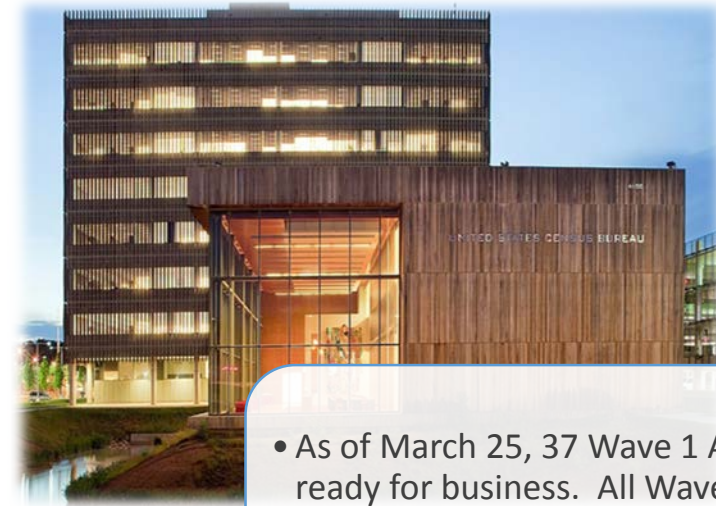
Field Infrastructure / Hiring

Recruiting and Hiring



- Over 280,000 applicants have created a profile in our online hiring tool.
- Over 220,000 of those have completed an application and assessment.
- Both of these greatly exceed our goals.

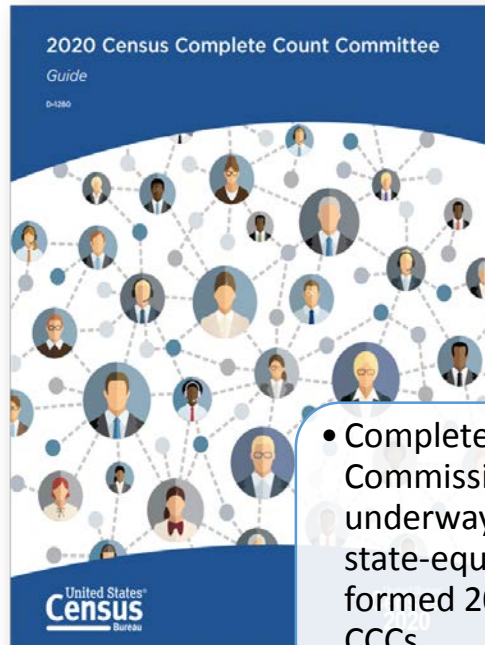
Field Infrastructure



- As of March 25, 37 Wave 1 ACOs are ready for business. All Wave 1 ACOs are scheduled to open by the end of March 2019.
- The Wave 2 offices are scheduled to open between June and September 2019. As of March 25, all have space identified, and 207 have an occupancy agreement signed and leases awarded.

2020 Census Partnerships

Complete Count Commissions



- Complete Count Commissions (CCCs) are underway with 46 states or state-equivalents having formed 2020 Census State CCCs.
- Over 1,500 Complete count Committees at the tribal, county, city, and community level.

Community Partnership & Engagement Program



- The Census Bureau is working toward meeting the goal of hiring 1,501 partnership specialists by June 30, 2019; these partnership specialists will work out of the six regional census centers (RCCs).
- As of March 19, 2019, the RCCs have hired 652 partnership specialists.

National Partnership Program



- The 2020 Census National Partnership Program continues building a list of several hundred “keystone partners”.
- Keystone partners are an initial group of national organizations being approached to support the 2020 Census.
- Notable national partners include the Boys and Girls Club of America and the YMCA.

2020 Census

Final Operational Plan Released

Operational Plan Update



- **Version 1**
 - Provides the initial design for the 2020 Census. This plan reflects and supports evidence-based decision making by describing design concepts and their rationale, identifying decisions still to be made, and describing significant issues and risks related to the implementation of the Operational Plan.
- **Version 2**
 - The scope and design of the 2020 Census Operational Plan was reviewed and updated to reflect decisions and updates, however, the key concepts of the design did not change.
- **Version 3**
 - Provides the design of the 2020 Census and is consistent with how it will be tested in the 2018 End-to-End Census Test. It was reviewed and updated to reflect decisions and updates, however, the key concepts of the design did not change.
- **Version 4**
 - This is the final operational plan and reflects our final design which incorporates lessons learned from the 2018 End-to-End Census Test.

2020 Census

NRFU Administrative Records Usage



- Administrative Records (AdRec) modeling will classify households in the Nonresponse Followup (NRFU) operation as occupied, vacant, or nonexistent.
- For AdRec Vacant/Nonexistent:
 - Enumerators conduct one personal visit at the address to determine the unit status and/or attempt an interview
 - If the attempt isn't successful, but the visit results in an indication that the unit is occupied, the address will remain in the NRFU workload for subsequent visits
 - If the attempt isn't successful, but results in an indication that the unit is unoccupied or doesn't exist, and recent Census mailings to the address have been returned as undeliverable, the AdRec Vacant/Nonexistent status will be used for the address
 - If recent Census mailings to the address have successfully been delivered, regardless of the results of the first attempt, the address will remain in the NRFU workload for subsequent visits
- For AdRec Occupied:
 - Enumerators conduct one personal visit at the household to attempt an interview
 - If attempt isn't successful, and high quality AdRecs for that household exist showing stable historical housing, it is enumerated using AdRec

2020 Census

NRFU Phased Contact Strategy



Phased approach will ensure accurate and complete count:

- Phase 1 – Full Optimization
 - Full optimization to complete the easiest of the NRFU workload
- Phase 2 – Semi-Permanent Assignment
 - Implement the case ownership and we get work to the “best” enumerators
- Phase 3 – Closeout
 - Final push to finish operation

Thank You

Albert E. Fontenot, Jr.

Associate Director for Decennial Census Programs

United States Department of Commerce
Bureau of the Census
4600 Silver Hill Rd.
Suitland, Maryland 20233

Office 301-763-4668

albert.e.fontenot@census.gov